

# Montana Tourism & Recreation Strategic Plan 2008-2012

## Summary of Comments & Priorities from Public Outreach Workshops

### 1. Frequency of Comments for Vision & Issue Statements (All Regions)

Marketing	287
Natural Resource/Cultural Resource/Growth Management	169
Communication, Cooperation, Management, Public Policy	163
Product	161
Funding - Funding/Financing/Infrastructure Funds/Tax Restructuring	83
Workforce	81
Transportation	80

### 2. Top Issues by Region (Based on Scores given by each group)

#### Yellowstone Country (Bozeman, Nov. 13, 2006)

- Bed Tax Funds - Preserve
- Preserve Natural Resources
- Infrastructure Funding
- Coordination
- Air service

#### Custer Country (Billings, Nov. 14, 2006)

- Funding - Infrastructure funding, more funding for marketing
- Improved marketing, promotion, advertising
- Workforce Development

#### Missouri River Country (Wolf Point, Nov. 15, 2006)

- Transportation (Hwy 2, Amtrack, Air Access)
- Work Force - Recruiting Workers
- Funding - Bed Tax Distribution
- Product - Increasing Attractions

#### Russell Country (Great Falls, Nov. 28, 2006)

- Bed Tax - Preserve Funds, Distribution, More funds
- Casinos - Appearance of signs
- Preserve MT Character - Quality of Life
- Transportation - All aspects need improvement
- Outreach to Local Officials to improve buy-in

#### Gold West Country (Butte, Nov. 29, 2006)

- Marketing - Branding
- Workforce - Customer Service Training
- Natural Resource Protection
- Preserve MT Character - Quality of Life
- Funding - More marketing funds, preserve bed tax

#### Glacier Country (Missoula, Dec. 4, 2006)

- Natural Resource Protection
- Public Lands Access
- Funding - Bed Tax Distribution, Funding for Infrastructure
- Year-Round Tourism
- Coordination with other agencies

Glacier Country (Kalispell, Dec. 5, 2006)  
Coordination with other agencies  
Preserve MT Character  
Bed Tax - Preserve & use 3%  
Workforce - Recruitment, Customer service B28  
Air Access & Costs  
Year round tourism

Notes: Funding was a top ranked issue in all regions.  
Natural/Cultural Resource Management was a top ranked issue in four regions.

### **3. Top Sub-Topics by Topic Area (All regions)**

Natural Resources/Cultural Resources/Growth Management  
Preservation/Sustainability  
MT Character/Quality of Life  
Growth Management - Urban Sprawl

Funding  
3% bed tax for tourism  
Funding general  
Funding for Infrastructure

Transportation  
Air Access & Costs -(By far the most common issue under transportation)  
Transit (This was most frequently mentioned as a vision item)

Marketing  
More tourists/sales/revenues from tourism  
4-season/year-round tourism  
Targets & needs

Communication/Management  
MT Tourism Strategic Plan  
Public Awareness - elected officials/local buy-in/outreach  
Communication/collaboration/cooperation/networking

Product  
Infrastructure  
Attractions: theme parks, loop tours, scenic byways  
VICs & Wayfinding

Workforce  
Recruitment/Worker availability  
Training/education/customer service/Superhost (This was most common issue)  
Vision for the future - improved wages/housing/benefits

## 4. What's Working

Most comments concerned communications & management.

Following list importance of various sub-topics with most important listed first.

1. Montana Strategic Plan - Format/Useability/Content
2. Communication/collaboration/cooperation/networking
3. Accountability, tracking and research
4. Public awareness; elected officials, local buy-in, outreach
5. Relationships between Travel MT/regions/CVBs/industry/agencies
6. Public Policy

### Key to Codes used in Comments Summary

1. **Natural/Cultural Resource Mgmt:** Natural Resource/Cultural Resource/Growth Management
  - a. Preservation/Sustainability
  - b. Scenic Beauty
  - c. Heritage/Culture (including Tribal culture/resources)
  - d. Access (public/private land access)
  - e. Trails
  - f. MT Character/Lifestyle/Quality of Life
  - g. Interpretation/Visitor Education
  - h. Growth Management/Sprawl
2. **Funding:** Funding/Financing for Tourism, Tax Restructuring
  - a. 3% Bed Tax for Tourism
  - b. Funding (general)
  - c. Sales Tax (local option, statewide)
  - d. Funding for infrastructure/facility maintenance, operations, etc.
  - e. Distribution of funds/Tax Structure
3. **Transportation:**
  - a. Air (service, cost, incentives, etc.)
  - b. Highway (highways and roads, construction, etc.)
  - c. Rail (Amtrak, etc.)
  - d. Transit (public)
  - e. Bike/Pedestrian
  - f. Alternative fuels
4. **Marketing:** Marketing, Promotion, Packaging, Target Markets, etc.
  - a. More tourists/sales/revenues from tourism
  - b. Advertising, Promotion & Publicity
  - c. Packaging/niches
  - d. 4-season/year-round tourism
  - e. Targets and needs (resident and visitor targets): families, meetings, adventure, 50+, international, film industry, bird watchers, heritage/culture, general aviation, etc.
  - f. Branding/themes/image: Top 20/Premier destination, family-friendly, etc.
  - g. Disbursement (market whole state, rural areas, small communities, etc.)
  - h. Technology (use of for marketing)
  - i. Brochures/Directories
  - j. Events marketing
  - k. State/Regional Marketing Plans

5. **Communication/Mgmt:** Communication, cooperation, management, public policy
  - a. MT Tourism Strategic Plan
  - b. Public Awareness: elected officials, local buy-in, outreach
  - c. Communication/collaboration/cooperation/networking
  - d. Accountability, tracking and research
  - e. Public policy/regulations
  - f. Relationships between Travel MT/regions/CVBs/industry/agencies
  - g. Relationship between tourism and economic development
6. **Product:** Tourism Infrastructure/attractions/facilities/amenities  
(other than natural/cultural resources)
  - a. Infrastructure (other than transportation), incl. telecom
  - b. Lodging/dining/shopping facilities, amenities, quality, etc.
  - c. Meeting/convention facilities
  - d. Attractions: theme parks, loop tours, scenic byways, etc.
  - e. Events
  - f. Casinos/gambling
  - g. Wayfinding, signs, billboards
  - h. Rest areas
  - i. VICs
  - j. Community Devt: beautification, entrances, Main Street
  - k. Agritourism development, "green" development/eco tours
  - l. Overall good experience to bring people back
7. **Workforce:** Training, availability, education, customer service, wages, etc.
  - a. Worker availability/recruitment
  - b. Training/education/customer service/Superhost
  - c. Wages/benefits/housing
  - d. Increased job opportunities in tourism industry